

WHAT IS CLAIMED IS:

1. A product information brokerage system for mediating between a plurality of users and a plurality of manufacturers via an electronic network, the system comprising:

a product information storage unit for storing product information;

a user information providing unit for providing user information to manufacturers of the products owned by users based on the user attribute information and user-owned product information.

2. The product information brokerage system as claimed in claim 1, further comprising a user information registration unit that requests user attribute information only when necessary.

3. The product information brokerage system as claimed in claim 1, further comprising a repair information brokerage unit that provides a

manufacturer with a user request for repair of a user-owned product based on the product information storage unit.

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4. The product information brokerage system as claimed in claim 1, further comprising an advertisement brokerage unit that provides advertisements to users based on the user information storage unit in response to requests from manufacturers to supply such advertisements.

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5. The product information brokerage system as claimed in claim 1, further comprising:
a parts information storage unit for storing parts information linked to the product information; and
a parts information selection unit for selecting parts information related to the user-owned products from the parts information stored in the parts information storage unit.

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6. The product information brokerage system as claimed in claim 1, further comprising a product information selection unit for selecting information about products of a same category as the products owned by the users from the product information stored in the product information storage unit.

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- 5 7. The product information brokerage
system as claimed in claim 1, further comprising:
 an after-sale service information storage
unit for storing after-sale service information; and
 an after-sale service information selection
10 unit for selecting after-sale service information of
a plurality of manufacturers related to products of
a same category from the after-sale service
information storage unit.
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8. A product information brokerage method
for mediating between a plurality of users and a
20 plurality of manufacturers via an electronic network,
the method comprising the steps of:
 processing information related to user-
owned products; and
 providing user requests for repair of user-
25 owned products to manufacturers based on pre-stored
product information provided by the plurality of
manufacturers.
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9. A product information brokerage method
for mediating between a plurality of users and a
plurality of manufacturers via an electronic network,
35 the method comprising the step of outputting
information about parts related to products owned by
users based on pre-stored product information of a

plurality of manufacturers and on parts information of a plurality of manufacturers linked to the product information.

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10. A product information brokerage method for mediating between a plurality of users and a plurality of manufacturers via an electronic network, the method comprising the steps of:

processing information related to user-owned products; and

outputting information about products of a same category as the products owned by users based on pre-stored product information provided by the plurality of manufacturers.

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11. A processor-readable medium storing a product information brokerage program for mediating between a plurality of users and a plurality of manufacturers via an electronic network, the program comprising:

a first program code means for causing a computer to store user attribute information and user-owned product information;

a second program code means for storing product information; and

a third program code means for providing information about users of the manufacturers' products to the manufacturers.

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12. A product information brokerage method for mediating between a plurality of users and a plurality of manufacturers via an electronic network,

5 the method comprising the steps of:

causing a computer to store user attribute information and user-owned product information;

storing product information;

10 providing users with product information related to products owned by the users; and

providing information about users of the manufacturers' products to the manufacturers.

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13. A computer-implemented method for mediating between a plurality of users and a plurality of manufacturers via an electronic network,

20 the method comprising the steps of:

processing information related to user-owned products; and

25 providing user requests for repair of user-owned products to manufacturers based on pre-stored product information provided by the plurality of manufacturers.

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14. A computer-implemented method for mediating between a plurality of users and a plurality of manufacturers via an electronic network, the method comprising the step of outputting

35 information about parts related to products owned by users based on pre-stored product information of a plurality of manufacturers and on parts information

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of a plurality of manufacturers linked to the product information.

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15. A computer-implemented method for mediating between a plurality of users and a plurality of manufacturers via an electronic network, the method comprising the steps of:

10 processing information related to user-owned products; and

 outputting information about products of a same category as the products owned by users based

15 on pre-stored product information provided by the plurality of manufacturers.

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16. A computer-implemented method for mediating between a plurality of users and a plurality of manufacturers via an electronic network, the method comprising the steps of:

25 causing a computer to store user attribute information and user-owned product information;

 storing product information;

 providing users with product information related to products owned by the users; and

30 providing information about users of the manufacturers' products to the manufacturers.

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17. A computer specially configured by executing program code stored on a computer-usable

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media for mediating between a plurality of users and a plurality of manufacturers via an electronic network, the program code including:

5 computer-readable program means for processing information related to user-owned products; and

10 computer-readable program means for providing user requests for repair of user-owned products to manufacturers based on pre-stored product information of a plurality of manufacturers.

15 18. A computer specially configured by executing program code stored on a computer-usable media for mediating between a plurality of users and a plurality of manufacturers via an electronic network, the program code including a computer-
20 readable program for outputting information about parts related to products owned by users based on pre-stored product information of a plurality of manufacturers and on parts information of a plurality of manufacturers linked to the product
25 information.

30 19. A computer specially configured by executing program code stored on a computer-usable media for mediating between a plurality of users and a plurality of manufacturers via an electronic network, the program code including:

35 computer-readable program code means for processing information related to user-owned products; and

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computer-readable program code means for
outputting information about products of a same
category as the products owned by users based on
pre-stored product information provided by the
5 plurality of manufacturers.

10 20. A computer specially configured by
executing program code stored on a computer-usable
media for mediating between a plurality of users and
a plurality of manufacturers via an electronic
network, the program code including:
15 computer-readable program code means for
causing a computer to store user attribute
information and user-owned product information;
computer-readable program code means for
storing product information;
20 computer-readable program code means for
providing users with product information related to
products owned by the users; and
computer-readable program code means for
providing information about users of the
25 manufacturers' products to the manufacturers.

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